

AB Auds & Arenas

WITH COMMITMENT OF MORE THAN \$1 MILLION.

Longhorn Advertising Finds 61 Sponsors For NWA's Great American Bash '88 Tour

With more than \$1 million in total sponsorships, the Great American Bash '88 Tour has already grossed \$472,273 from seven wrestling events, with most of the best grosses yet to come.

The Great American Bash is a tour of the National Wrestling Al-

liance (NWA) produced by Jim Crockett Promotions Inc., in association with the Incoresel Management Group, through Longhorn Advertising Inc., a member corporation.

"It's the biggest wrestling tour event ever staged," said Steve

Corey, chairman of Incoresel and president of Longhorn Advertising Inc. "It's the first time a pro wrestling tour has been sponsored."

Total sponsorship of more than \$1 million was taken in from 61 companies out of a pool of 1,400 sponsors that Incoresel has been in association with through such past tours as John McEnroe Tennis Over America Tour, Martina Navratilova Tennis Over America Tour, and the NBA All Star Basketball Tour.

"I was pleasantly astounded by the number of corporate sponsors we were able to bring in," Corey told AB. Sponsors range from Schaefer Beer to Hardes's. "All sponsorship deals were cut over the phone without one personal presentation."

The tour is expected to gross \$4 million, with each date being promoted one month ahead of the event. "Merchandise is selling well, but not as well as food and beverages," Corey said. "The crowds are a very earthy type of people. The demographics are skewed from 18



ALL EYES — Watching the Joke-Off competition during the International Assn. of Auditorium Managers' District IV meeting in Regina, Sask., from left: Joe Anzivino, vice president/general manager, Harlem Globetrotters, Hollywood, Calif.; George Haynes, head of the host committee for District IV and executive director, Saskatchewan Centre of the Arts, Regina; Charlie Spencer, director of operations, Boise (Idaho) State University Pavilion, and William Waldo, vice president of sales, Country Roads, Belding, Mich. (AB Photo)

Arenas Hosting More Concerts; Most Family Shows Doing Well

By VIVA RENNER

Venue officials are optimistic about the current year and, according to an informal survey of North American facilities, they have reason to be.

Although some officials have reported business on par with this same time last year at their buildings, many report being ahead of last year. In some areas, concert dates so far are coming close to total 1987 numbers at the same venues. Family shows are doing well across the board.

Renovations and improvements are playing a big part in 1988 plans for many buildings across the country.

MADISON SQUARE GARDEN New York

According to John Urban, director of communications, Madison

Square Garden is having a great year. Last year in the arena, there were 56 concerts, approximately 90 percent of which sold out. To date this year, 10 concerts have been held.

Ron Deisener Enterprises and John Scher Presents put on most of the concerts.

There were also 52 sports sell-outs for the 1987-88 season.

In the Felt Forum to date this year, there have been 19 music events, compared to 38 last year.

Total event days for the complex last year numbered 563, with 254 in the arena, 177 in the Felt Forum, and 132 in the Exposition Rotunda. For this year, total event days number 281, with 166 in the arena, 95 in the Forum, and 49 in the Exposition Rotunda.

Continued on Page 24

Wash. State Convention Ctr. Gears Up For Full Operation

By LINDA DECKARD

The contractor is expected to hand over the keys to the new \$186 million Washington State Convention & Trade Center, Seattle, to the state in late July or mid-August.

Operators took temporary occupancy in June for the soft opening, a convention of Meeting Planners International (17-22), and the formal dedication ceremony June 23. The center boasts 140,000 square feet of exhibit space; 571,000 square feet total.

Kanellos Astor, convention center president and chief executive officer, said construction of the facility, built over a 12-lane Interstate highway, was on time and nearly on-budget. "There will be a \$3 million-\$4 million overrun."

The center was funded with \$156 million in general obligation bonds and \$30 million in private/public joint venture funding which the state bought back. Groundbreaking was nearly three years ago, on

Continued on Page 19

IAAM Trade Show May Have Record Number Of Exhibitors

Walter Schatz, executive director, International Assn. of Auditorium Managers, expects the association's 53rd Conference & Trade Show, July 23-26, Opryland Hotel, Nashville, to outdo last year's Washington, D.C., event.

The confirmed number of exhibit booths as of early July was 167. Following is a list of exhibitors expected to be on hand at the trade show:

ARA SERVICES, Philadelphia, 121, 123

ADOLPH COORS CO., Golden, Colo., 1316, 1318
ADVANCE SEATING INC., Los Angeles, 609
ADVANCED EQUIPMENT CORP., Fullerton, Calif., 78, 80
AGENCY FOR THE PERFORMING ARTS, New York, 526
ALA-CARTE, ALBRECHT, Adel, Iowa, 827
ALADDIN SYNERGETICS INC., Nashville, 208
ALPHA AUDIO, Richmond, Va., 100

Continued on Page 14

Continued on Page 24

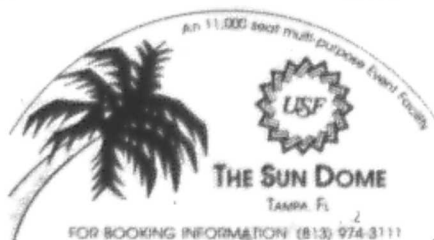
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Arenas Hosting More Concerts; Most Family Shows Doing Well...

Continued from Page 12

Family shows for both years include Ice Capades, motorsports, Harlem Globetrotters, Ringling Bros. and Barnum & Bailey Circus, WWF wrestling, Sesame Street Live, and the Muppets. Overall, family show attendance is up this year, according to Urban.

Madison Square Garden has plans to institute a quiet room this summer. Parents of children attending concerts can relax, read or watch television, while waiting for their kids.

The Garden has also established a Guest Relations Department, with a hospitality program and information center for Garden visitors. Overall renovations are also taking place in the Felt Forum.

The rest of the year looks really strong, with lots of business. Summer plans include a really strong concert business, Urban said. Historically, '86 and '87 were record years, and the Garden is striving to reach that goal again this year.

THE SPECTRUM Philadelphia

Concerts are a large part of Spectrum business, according to Rebecca Ridgeway, senior public rela-

tions manager. So far this year, 53 rock shows have performed, as compared to 75 all last year, including 74 rock acts and one country. Sellouts so far in '88 number 35, as compared to 48 last year.

To date, the Spectrum has enjoyed 243 event days this year, with 274 event days in '87. Promotions are handled by Electric Factory Concerts.

Family shows also did very well both years, Ridgeway said. Last year, Ringling Bros. and Barnum & Bailey Circus set the record for the highest circus run in gross ticket sales and attendance. Its performance this year set the second-highest mark.

Disney on Ice also set an all-time Spectrum record in attendance and gross ticket sales. Other family shows included Ice Capades and the Harlem Globetrotters.

The Spectrum also had quite a few new events, some of which it helped to create. For example, it hosted a Scholastic Forum featuring Ed Bradley of "60 Minutes," a motivational speaker's bureau for juniors and seniors in high school. Other events included the Celebrity Hockey Challenge, Electric Factory Concerts' 20th Anniver-

sary Party, WIBG Reunion, a local 20-year radio reunion and dance party; and WMMR Party, a local radio party at which different acts paid tribute to the station.

According to Ridgeway, the outlook for the rest of the year is very good. Several concerts are scheduled for summer, and the Spectrum plans to stay busy.

RICHMOND (Va.) COLISEUM

Several family shows performed at the Richmond Coliseum, and attendance was up this year from last year, according to Aaron Howard, director of sales and publicity.

Performances for this year included the Osmond Family Christmas Show, Sesame Street Live, Stars on Ice, Ringling Bros. and Barnum & Bailey Circus, Ice Capades, Grenadier Guards, Thundercats, Harlem Globetrotters, and the Boston Flaminco Ballet.

Shows for 1987 included Ice Capades, Sesame Street Live, Ringling Bros. and Barnum & Bailey Circus, and Disney on Ice. A new event for the facility is a three-on-three basketball tournament for all ages.

The coliseum enjoyed 126 event days, with three sellouts this year, compared to 136 event days and four sellouts last year. The coliseum has enjoyed the same number of concerts both years: two country and 18 rock concerts each year. Promotions are by Cellar Door Concerts Inc.

Under construction is a new box office, but cost figures and an estimated finishing date were unavailable. According to Howard, the outlook for the rest of the year is pretty good, with several future dates confirmed.

LOUISVILLE (Ky.) GARDENS

Louisville Gardens has just finished its fiscal year, and things

look pretty normal, according to Al Antee, executive vice president and general manager.

The facility hosted seven country and three rock concerts in '88, compared to five country and 12 rock concerts in '87. The main promoter is Sunshine Promotions, Indianapolis.

Event days for this year numbered 27, with one sellout; there were 55 event days and five sellouts last year.

Family entertainment this year included Sesame Street Live, and Ice Capades, with excellent response to Sesame Street Live, Antee said. Family shows for last year included performances by Shrine Circus and Ice Capades. The facility has also added more Golden Gloves boxing.

The outlook for next year is optimistic, according to Antee.

MID-SOUTH COLISEUM Memphis, Tenn.

According to General Manager Darrell May, the Mid-South Coliseum is undergoing several renovations, at an estimated cost of \$750,000.

A new acoustical tile ceiling, a fire alarm system, and a fire pump are being installed, and both the dome roof and the flat roof on the coliseum are being replaced.

Other improvements include replacing the 2,000 Golden Circle seats in the arena and repainting the facade of the building.

Entertainment has also been taking place in the coliseum, said May, with five sellouts already this year, compared to nine sellouts last year. Event days for this year number 204, with 175 in '87.

Four country and 14 rock shows have performed to date. Last year, the coliseum enjoyed six country and 18 rock concerts. Promotions for the facility are handled by Mid-South Concerts.

Family entertainment for this

year included performances by Sesame Street Live, Disney on Ice, TNT Truck Pull, Ringling Bros. and Barnum & Bailey Circus, and the Harlem Globetrotters. Performances in '87 were the same, with the addition of the Ice Capades and Shrine Circus.

According to May, audiences were down in general. However, there is optimism about next year.

REUNION ARENA Dallas

According to Business Manager Dave Brown, this is the biggest year ever for Reunion Arena. The number of event days so far for this year is 180, already up six from last year's 174.

Concerts for '88 number 32, including one country and 31 rock concerts. Last year, the arena enjoyed four country and 35 rock concerts.

This facility has also had its share of sellouts, with 17 concerts and 55 sports shows sold out so far this year, as compared with last year's 22 concerts and 46 sports sellouts. PACE Concerts promotes at the arena.

Continued on Page 26

FOR RENT

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Yes, we have two large rooms on the *Shoreline of the Prairie*, overlooking the mighty Missouri River. One is the sprawling Sioux City Auditorium, now with a 6,000 concert capacity. The other is the 50,000 - sq. ft. exhibition floor of Sioux City's sleek new Convention Center. Both afford an expansive view, and are available for immediate occupancy.

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Longhorn Advertising Finds 61...

Continued from Page 12
to 49 — it's not a kids' type of demographics."

The Great American Bash will be followed by the Bunkhouse Stampede, starting Dec. 26 and concluding on Valentine's Day 1989. The Bunkhouse Stampede has a projected sponsorship worth \$1.5 million and a projected box office gross of \$6 million.

The Great American Bash '89 will start on Memorial Day and conclude on Labor Day, with projected sponsorship worth \$3 million and a projected box office gross of \$10 million.

The entourage of the Great American Bash travels by private jet and Corey said that the Bunkhouse group will travel by two luxury buses (the "good guys" on one bus, the "bad guys" on the other). Great American Bash '89 will travel via four luxury buses.

The Bash '88 show runs three and a half hours with four intermissions. "The intermissions are required by staging," Corey said; a scaffold match and a cage match must be set up. Forty wrestlers participate in Bash '88.

"Great American Bash is an event," Corey said. "It is perceived by the local populace as an event, with lots of ancillary coverage in each market."

Dates already played by Great American Bash '88 and their grosses:

Orange County (Fla.) Convention Center, Orlando, \$82,125; Township Auditorium, Columbia, S.C., \$40,080; Memorial Auditorium, Greenville, N.C., \$40,978;

Scope Arena, Norfolk, Va., \$105,620; Memorial Stadium, Charlotte, N.C., \$90,155; Civic Center Arena, Amarillo, Texas, \$49,040; and Reunion Arena, Dallas, \$44,908.

Other dates include: Tampa Stadium, July 5; James L. Knight Center, Miami, 6; Dorton Arena, Raleigh, N.C., 7; Civic Arena, Pittsburgh, 8; UIC Pavilion, Chicago, 9; Baltimore Arena, 10; Wicomico Civic Center, Salisbury, Md., 11; Von Braun Civic Center, Huntsville, Ala., 12; Freedom Hall, Louisville, Ky., 13; UTC Arena, Chattanooga, Tenn., 14; Richmond (Va.) Coliseum, 15.

Greensboro (N.C.) Coliseum, July 16; Charleston (S.C.) Civic Center, 17; Columbus (Ga.) Municipal Auditorium, July 18; Macon (Ga.) Coliseum, 19; TBS Studio, Atlanta, Ga., 20; Cincinnati Gardens, 21; St. Louis Arena, 22; Philadelphia Civic Center, 23; Roanoke (Va.) Civic Center, 24 (2 p.m.); Freedom Hall, Johnson City, Tenn., 24 (7:30 p.m.); Cumberland County Memorial Arena, Fayetteville, N.C., 25.

Savannah (Ga.) Civic Center, July 26; Jacksonville (Fla.) Veterans Memorial Coliseum, 27; Ocean Center, Daytona Beach, Fla., 28; Sam Houston Coliseum, Houston, 29; Capital Centre, Landover, Md., 30; Joe Louis Arena, Detroit, 31.

MECCA, Milwaukee, Aug. 1; Municipal Auditorium, Sioux City, Iowa, 2; Seattle Center, 3; Thomas & Mack Center, Las Vegas, 4; The Forum, Inglewood, Calif., 5; Kaiser Convention Center Arena, Oakland, Calif., 6, and Kemper Arena, Kansas City, 7.

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